

COLORADO RIVER RECOVERY PROGRAM **Project No.: PIP 12**
FY 2004-2005 SCOPE OF WORK for:
PUBLIC INVOLVEMENT – UPPER COLORADO RIVER ENDANGERED FISH
RECOVERY PROGRAM

Lead Agency: U.S. Fish and Wildlife Service (Program Director's Office)

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Category:

Source:

- ☐ Ongoing project
☒ Ongoing-revised project
☐ Requested new project
☐ Unsolicited proposal

Expected Funding

- ☒ Annual funds
☐ Capital funds
☐ Other (explain)

I. Title of Proposal: Upper Colorado River Endangered Fish Recovery Program
Communications/Public Involvement Plan

II. Background

Situation

Established in January 1988, the Upper Colorado River Endangered Fish Recovery Program is a cooperative effort to recover the humpback chub, bonytail, Colorado pikeminnow and razorback sucker in the Upper Basin, while providing for water development to proceed in a manner compatible with applicable state and federal laws. The Recovery Program's goal is to recover and delist the endangered fishes by restoring and establishing self-sustaining populations and protecting sufficient habitat to support them. The Program was initially funded for 15 years.

In October 2000, President Clinton signed a bill authorizing \$100 million to support both the Upper Colorado River Endangered Fish Recovery Program and the San Juan River Basin Recovery Implementation Program. In the upper basin, the legislation extends capital expenditures through 2005. It further supports operation and maintenance through the life of capital projects, as well as monitoring and research, through 2011.

Recovery goals for the four endangered fish species were finalized in August 2002. The goals identify site-specific management actions to minimize or remove threats and specify the numbers of fish that comprise self-sustaining populations. The Colorado pikeminnow and humpback

Situation (continued)

chub are the two species that will likely be considered first for downlisting from endangered to threatened status. This could possibly occur as early as fiscal year 2006 for the Colorado pikeminnow and as early as 2007 for the humpback chub. Bonytail remain the rarest of the four species and are the focus of extensive hatchery production and stocking efforts. Razorback sucker remain rare with numbers of wild razorback continuing to decline as they reach their age of life expectancy. Biologists are beginning to see encouraging signs that hatchery-raised and stocked razorback sucker are spawning in the wild, however, there is yet little evidence that these young fish are surviving.

The Recovery Program's five principle elements are: Habitat Management; Habitat Development; Native Fish Propagation and Stocking; Nonnative Fish Management; and Research, Monitoring, and Data Management.

The element that will need the most public involvement support for FY 2004-2005 is nonnative fish management. In FY 2003, a comprehensive communication plan was developed and implemented (PIP 12L). That work will be ongoing.

Initiated in 1991, the San Juan Recovery Program is working to recover the Colorado pikeminnow and razorback sucker. Since the recovery goals were finalized, efforts to recover the endangered fish in the Lower Colorado River Basin appear to be increasing. It is anticipated that Upper Basin public involvement efforts will serve as a model as the San Juan River and lower basin recovery efforts continue. It is highly recommended that all communication materials developed by agencies involved with recovery of these species provide the same clear, accurate and consistent messages.

Mission

- To support the Recovery Program's success in recovering the endangered fishes by assuring that the public understands what is being done and why, and has confidence that the process is honest, open, sensitive, clear, and understandable.

Goals

- To develop public involvement strategies at the beginning of any and all projects.
- To educate target audiences about endangered fish and to increase their understanding of, and support for, the recovery of these fish species at local, state and national levels.
- To provide opportunities for the public to actively participate in activities that support recovery.
- To improve communication within the Recovery Program.

Situation (continued)

Target Audiences

- General public
- Elected Officials
- Land and pond owners
- Anglers
- River rafters and guides
- Environmental organizations
- Water users
- Power user interests
- Educators
- Recovery Program participants (Includes local, state and federal government agencies)

Program Partners

Upper Colorado River Endangered Fish Recovery Program

Colorado River Energy Distributors Association

Colorado Water Congress

Land and Water Fund of the Rockies

National Park Service

State of Colorado

State of Utah

State of Wyoming

The Nature Conservancy

U.S. Bureau of Reclamation

U.S. Fish and Wildlife Service

Utah Water Users Association

Western Area Power Administration

Wyoming Water Association

San Juan River Basin Recovery Implementation Program

Jicarilla Apache Nation

Navajo Nation

Southern Ute Tribe

Ute Mountain Ute Tribe

State of Colorado

State of New Mexico

U.S. Bureau of Indian Affairs

U.S. Bureau of Land Management

U.S. Bureau of Reclamation

U.S. Fish and Wildlife Service

Water Development Interests

III. Strategies/Dates

It is imperative to the success of this communications/public involvement plan that it be considered "a work in progress," with the flexibility to update as necessary to seize opportunities as they arise and to make adjustments to coincide with Recovery Program activities. This communication plan addresses Recovery Program strategies in general for the overall program. Separate communication plans are prepared for specific projects.

1. **NEWS MEDIA.** Print and broadcast news media are the key source of information to a broad range of individuals. A top priority for the I & E Coordinator and all involved with the Recovery Program is to proactively seek news media coverage on Program activities.
RESPONSIBILITY: I & E Coordinator/All CRRP Participants
COMPLETION DATE: Ongoing
2. **COMMUNITY ADVISORY GROUPS.** Actively participate in local community groups to show interest in the community and to learn about any concerns the community may have re: Recovery Program efforts.
Colorado: Grand Junction - Colorado Riverfront Commission
Steamboat Springs/Craig - Yampa River Partnership and CDOW's
Anglers' Roundtable
Gunnison Basin - Gunnison River PBO Planning Group and the
Aspinall Operations Group
Roaring Fork Basin - Roaring Fork Conservancy (Bureau of Reclamation
Loveland Public Involvement)
Utah: Vernal - Uintah Basin Partners Meeting
Wyoming: Green River Basin - Green River Basin Advisory Group
RESPONSIBILITY: Program Director/I & E Coordinator/Tributary Coordinator
COMPLETION DATE: Ongoing
3. **PROGRAM MATERIALS.** Maintain and distribute updated Recovery Program materials, ensuring consistent identity and content (i.e.: fact sheets, exhibit, video(s)).
RESPONSIBILITY: I & E Coordinator
COMPLETION DATE: Ongoing
4. **PUBLICATIONS.** Produce and distribute publications deemed necessary to provide updated information to target audiences, including a brochure, newsletter and Program Highlights document.
RESPONSIBILITY: I & E Coordinator
COMPLETION DATE: Varies depending upon the publication and target audience.

Strategies/Dates (continued)

5. **SPECIAL EVENTS AND PUBLIC MEETINGS.** Strategically identify opportunities to reach target audiences through participation in special events and public meetings.
RESPONSIBILITY: I & E Coordinator/I & E Committee/CRRP Participants
COMPLETION DATE: Ongoing
6. **INTERPRETIVE EXHIBITS/SIGNAGE.** Coordinate production and installation of interpretive signs/exhibits at public facilities with high visitation in target communities. Place program exhibit in highly visible public locations, including visitor centers and public libraries. (See PIP 12H.)
RESPONSIBILITY: I & E Coordinator/I & E Committee/CRRP Participants
COMPLETION DATE: Ongoing
7. **WEBSITE.** Maintain and promote updated public website.
RESPONSIBILITY: I & E Coordinator and Office Assistant
COMPLETION DATE: Ongoing
8. **COORDINATE MESSAGES WITH ALL AGENCIES INVOLVED WITH RECOVERY OF THE ENDANGERED FISHES.** Coordinate I&E efforts among agencies outside of the Recovery Program to assure consistent and clear messages to target audiences (including the San Juan River Recovery Program and lower basin groups.)
RESPONSIBILITY: I & E Coordinator/I & E Committee/CRRP & SJRP staff
COMPLETION DATE: Ongoing

Evaluation

The following tools will be used to evaluate this plan's success:

- Document print and broadcast news media placements.
- Document the number of public meetings held and presentations made, including attendance numbers.
- Track visitation numbers at sites where interpretive exhibits are in place.

IV. Budget

The Information and Education Coordinator's position is included in the Program Director's budget and not reflected in this scope of work.

	<u>FY 2004</u>	<u>FY 2005</u>
<u>Labor</u>		
Contract assistance graphic design services (160 hours @ \$75/hour)	\$10,500	\$10,500
<u>Travel</u>		
Utah representative to attend I&E Committee meetings	\$ 1,000*	\$ 1,000*
<u>Other</u>		
Public involvement training tuition (up to 3 individuals)	\$ 1,500	\$ 1,500
News Clipping Service	\$ 1,000	\$ 1,000
Newsletter Printing	\$ 6,000	\$ 6,000
Congressional Briefing Packet (Program Highlights)	\$ 6,000	\$ 6,000
Educational Materials	\$ 8,000	\$ 8,000
Other Printing	\$ 7,000	\$ 7,000
Public Meetings/Exhibit Fees	\$ 3,500	\$ 3,500
Film/film developing	\$ 500	\$ 500
Traveling Exhibit Repair/Replacement	<u>\$ 5,000</u>	<u>\$ 5,500</u>
TOTAL:	\$50,000	\$50,000

**Utah funds*